

MAY 11 1925

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Title Page.

" Dragon Alley "

A Photoplay in 2 reels.

Author of Photoplay White Productions I N C U S A.

White Productions Inc
55 Broad N Y C. N Y

5/3/25

MAY 11 1925

PRESS SHEET

Juvenile - COMEDIES -

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"DRAGON ALLEY"



With

Jack McHugh

Directed by Arvid Gillstrom



EDUCATIONAL FILM EXCHANGES, Inc.
MADE IN U. S. A.

1478

ANTICS OF MISCHIEVOUS KIDS MAKE JUVENILE SERIES POPULAR

"Dragon Alley" a Comedy of Chinatown With Jack McHugh in Leading Role

Here is another of those Juvenile Comedies which are so popular with theatre owners and patrons alike.

When this series was introduced its success was instantaneous and it has gained steadily in popularity ever since, proving that the producers have struck a popular chord with the theatre-going public. The antics of mischievous kids, produced with the speed and action of these Juvenile Comedies, have made these pictures the most popular juvenile series on the market.

Jack McHugh, Tom Hicks, Bobby Gordon, Doreen Turner and Bubbles Barry, the funny colored boy, have the leading roles in this comedy which takes the Juvenile kids into Chinatown and winds up with a dancing lesson that will be a laughing riot in any house.

The Story

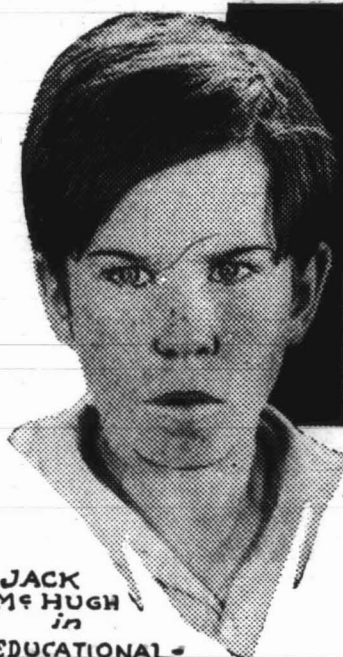
Jack is the leader of the kids of the neighborhood and when there is mischief afoot, Jack is sure to be in the center of it. Bobby, the richest boy in town is usually Jack's accomplice in mischief and it is in his big motor car that they visit Chinatown and proceed to make life exciting and miserable for the peaceful and sleepy orientals.

After causing more commotion than a tong war, the bunch of youngsters go to their homes. Jack goes home where he has to take care of the baby who also has Jack's mischievous disposition. Jack and his baby brother live with their short-tempered uncle and as uncle isn't fond of children, the combined mischief of Jack and the baby drives him almost frantic.

Bubbles, a little gentleman of much color, is delivering washing for his mother and stops for Jack. Together the two go to Bobby's house where they are invited to join a high-brow game of croquet. Jack takes a Babe Ruth swing at the ball with unexpected results and Bubbles executes some queer mashie shots with the mallet.

Then Bobby is called into the house to take his dancing lesson. Not wanting to desert his little chums, he smuggles them into the house and procures dancing costumes for them and they enter the dancing class. Jack is attired in a ballet costume with skirts and wig, Bubbles appears as Salome and Chin Fat, a little Chinese boy, dons an oriental costume. The three of them almost panic the party.

Just as the fun is going good, Jack's baby brother discovers a baby alligator and brings it in the house. It soon finds its way down the professor's neck and the dancing lesson is broken up as the professor tries to get rid of the little 'gator.



**JACK
Mc HUGH
in
EDUCATIONAL-
JUVENILE COMEDIES!**
For Electro Order No. 3671-E
For Mat (Free) Order No. 3671-M

USE FREE MATS IN NEWSPAPERS

Are you taking full advantage of the offer of free mats on the half-tone and "Ad" cuts contained in this press sheet?

Obtain the mats from your exchange and send them to your newspaper together with copies of the advance publicity stories or newspaper reviews contained in this press sheet. They are made especially for your use in newspaper publicity.

WHO'S WHO in "Dragon Alley"

Jack.....JACK McHUGH
BobbyBobby Gordon
His SweetheartDoreen Turner
BubblesBubbles Barry
FatTom Hicks

Directed by Arvid Gillstrom

EXPLOITATION

When you put out the posters and lobby display photos or show the slides on Short Subjects on your screen you are making a big bid for a ready made clientele.

This clientele is composed of theatre goers who regard the Short Subjects as one of the most important items in your program. If you are not giving the Short Subjects a good break in your lobby and screen advertising you will never know how many admissions you are losing—patrons who are not entirely "sold" on your feature—and who would be box-office customers if they were assured that you were showing a good comedy on the bill.

Get your posters and lobby photos on the Educational Comedies out in front where they will have a chance to work for you—where they will assure the passer-by that there is an excellent comedy on the bill. They can not help you while they are laying on the shelves of the exchange but they are reliable business boosters when put to work.

PARAGRAPHS For Your Program

Let the Juvenile Comedy Kids chase away your grouches with their latest side-splitting Educational-Juvenile Comedy, "Dragon Alley"

* * *

Jack McHugh, Tom Hicks, pretty little Doreen Turner and the rest of the Juvenile Comedy bunch in "Dragon Alley." You'll enjoy every minute of it.

* * *

Member when you were a kid? See the kid pranks in "Dragon Alley," one of those popular Juvenile Comedies with Jack McHugh.

* * *

In addition to the feature—Two reels of snappy and clever comedy in "Dragon Alley," an Educational-Juvenile Comedy with Jack McHugh.

KID MISCHIEF BASIS FOR FUN IN GOOD COMEDY

"Dragon Alley" Full of Clever Gags and Hearty Laughs

(Newspaper review for use after showing of picture)

Comedies of kid mischief are always funny, for there is something inherently funny about the pranks of boys ten or twelve years of age. Perhaps it is the memory of kid days that prompts the laughter in grown-ups, or recollection of similar stunts still fresh in the minds of the younger generation that adds to the comedy. At any rate, the Educational-Juvenile Comedy, "Dragon Alley," which is playing at the Theatre, is another of those popular Juvenile Comedies which always seem to please all of the patrons at this theatre.

Jack McHugh, Tom Hicks, Bobby Gordon, Doreen Turner and Bubbles Barry comprise the bunch of juvenile stars in this two-reel comedy. Freckled Jack is seen as the leader in mischief of the boys of the neighborhood and aided by aristocratic Bobby Gordon and his car, the bunch journeys to Chinatown where they get into mischief, of course.

About the funniest sequence in the comedy is that in which Bobby smuggles the rough-neck Jack and his gang into the house and has the dancing instructor give them a lesson in dancing. This sequence is good for a number of hearty laughs.

The comedy was made under the direction of Arvid Gillstrom.

JUVENILE KIDS FURNISH LAUGHS

(Newspaper review for use after showing of picture)

At the..... Theatre, in addition to the feature production the Educational-Juvenile Comedy, "Dragon Alley," is furnishing the laughter spot on the bill with two reels of fast and clever comedy performed by the well known Juvenile cast headed by Jack McHugh.

"Dragon Alley" is another of those highly ludicrous comedies of kid life with all of the principal characters portrayed by youngsters about ten or twelve years of age. They are typical American youngsters and their appearance and actions bring back remembrances of childhood days filled with more or less innocent mischief.

In this comedy the kids pick on the slant-eyed orientals of Chinatown for their mischief and almost cause a panic when they descend on Chinatown in force.

LIFE OF JUVENILE STAR IS NOT ALL PLAY AND NO WORK OR STUDY



JACK McHUGH
in a scene from
"DRAGON ALLEY"

For Electro Order No. 3672-E
For Mat (Free) Order No. 3672-M

JUVENILE KIDS ORIGINATE GAGS

(Prepared as advance publicity story)

Boys will be boys—but they are also first rate comedians when left to their own devices.

Arvid Gillstrom, the director of Educational-Juvenile Comedies, the latest of which, "Dragon Alley," will be at the..... Theatre..... was a boy once himself, of course, but as it has been a few years since then, the director finds himself depending more on the young actors in these comedies for "gags" than he does on himself, for the Juvenile kids are real kids and full of real fun.

Many of the gags incorporated in these clever two-reel comedies are originated by the youthful actors and to all of the suggestions submitted, Gillstrom lends an attentive ear because he knows that these suggested stunts contain the essence of real youthful fun.

Child Actor Must Study and Get Education While Working

(Prepared as advance publicity story)

Oh, boy, this is the life!

You kids—how'd you like to be a young movie star like Jack McHugh, or Tom Hicks, the young Educational-Juvenile comedians who will be seen in "Dragon Alley" at the..... Theatre.....?

No school, no teachers, no lessons—nothin' to do all day long but work in the movies—and everybody knows that that isn't work—just a lot of play-actin' and hangin' around with the big comedy stars like Lloyd Hamilton and Lige Conley. Gee, it must be great!

That's the popular conception of the life of a young movie star—no school, no work, and a great big salary, but youthful aspirants to the position will probably be surprised to learn that movie-acting isn't all play and no work.

First, of course, there is the picture itself that must be made. This calls for monotonous rehearsals before the camera until the scene is finally secured. Over and over again they do the same "business" until the director decides that it is good enough. In the interim between appearances before the camera, the young star must study his lessons—for the law demands that so many hours of lessons must be taken each week.

The "play acting" is mostly work—and the "no school" belief is a myth—and the day of the young movie star is a busy one indeed.

McHUGH LEADS COMEDY CAST

(Prepared as advance publicity story)

"Dragon Alley," another of those snappy and clever Educational-Juvenile Comedies which will furnish the laughter-spot on the bill at the..... Theatre..... has one of the largest casts of Juvenile stars ever assembled in the production of these popular comedies.

Jack McHugh will be seen in the principal part and grouped in his support will be seen Tom Hicks, the fat boy who has appeared in most of the comedies made by this company for the past two years, Bobby Gordon, the aristocrat of kid comedies, "Bubbles" Barry, the funny little colored boy, Ford West and pretty little Doreen Turner, who will add the feminine charm to this comedy of childhood days.

CHARACTER and REPUTATION

The difference between character and reputation is this:

Character is what a man really is, while

His reputation is what other people think he is.

Your theatre must have both character and reputation to be a success.

The character of your house is determined by what you actually give the people for their money. This means the show that you put on—the combination of comedy, drama and novelty.

The reputation of your house is earned or lost by what people think of your show.

Until your good reputation is established the finest character in the world will do you no good. A good character is worthless for business purposes unless the world knows that you have this character.

You can build a good reputation by one of two methods;

First, you can sit and wait until people find out how good your show is. That's a mighty fine way to do it—unless you starve to death waiting, or the Sheriff tacks a notice on your doors.

Or you can advertise and build a clientele while building a reputation.

Widely advertised products have good reputations, even in the minds of people who have never used them.

You can build both patronage and reputation by advertising your Short Subjects. They certainly add to the character of your theatre—and they establish a reputation for furnishing an entire evening's entertainment.

Build up a reputation for furnishing a complete and balanced program by advertising the Educational comedy on your bill. The reputation of having a good comedy on the bill is mighty valuable and advertising your Short Subjects will bring it to you.



One Column by One Inch "Ad" Cut
For Electro Order No. 3673-E
For Mat (Free) Order No. 3673-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3674-E
For Mat (Free) Order No. 3674-M

For Three Column Cut on Page One Order
Electro No. 3675-E Mat (Free) No. 3675-M

ACCESSORIES

* * *

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets

Duo Tint 11 x 14 Lobby Cards

(Eight Cards to Set)

Black and White 8 x 10 Photos

(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats

One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts and Mats

Two Column, One and One Half Inch, Newspaper "Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats

(All Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

The clever and funny Juvenile cast in "Dragon Alley"—a half-hour of side-splitting comedy.

* * *

Jack McHugh and the clever Juvenile cast in "Dragon Alley"—Two reels of crackerjack fun.

* * *

Two reels of fast action and fun with the Juvenile kids in their latest comedy, "Dragon Alley."

* * *

The Juvenile Comedy kids in Chinatown! Can you imagine the fun this bunch of regular kids create in two reels of excellent comedy?

* * *

You'll laugh loud and long at the mischievous pranks of the kids in the Educational-Juvenile Comedy, "Dragon Alley," with Jack McHugh.

MAY 11 1925

REQUESTS FOR RETURN OF COPYRIGHT DEPOSITS.

Dated at Wash D C
May 11 1925

Register of Copyrights,
Library of Congress,
Washington, D.C.

Dear Sir:

The undersigned claimant of Copyright in the work herein named,
deposited in the Copyright Office and duly registered for copyright pro-
tection, requests the return to him under the provisions of sections 59
and 60 of the Act of March 4, 1909, of one or both of the deposited copies
of the J. P. M. Co. entitled Dragon Alley

Deposited in the Copyright Office on May 11/25 and registered
under Class Nov., No. ©CIL 21447.

If this request can be granted you are asked and authorized to send
the said copy or copies to me at the following address: _____

_____ or
to _____
at _____

SIGNED White Productions Inc
(Claimant of Copyright)

W. H. M. Co.

MAY 12 1925

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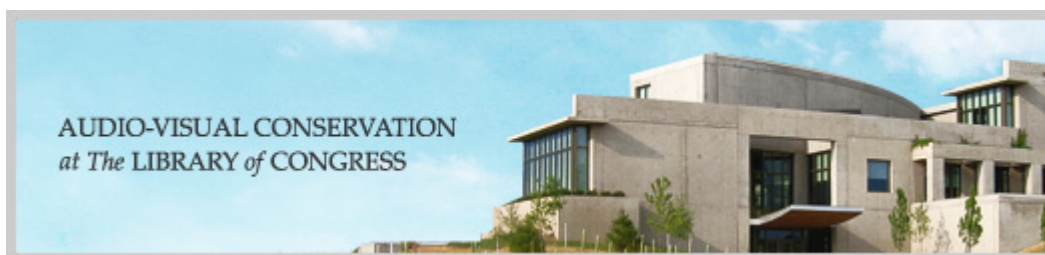
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